Sl.No.	Language	Total
26.	Silent	1
27.	Punjabi	4
28.	Maithili	1
29.	Garhwali	3
30.	Banjara	1
31.	Sadri	2
	TOTAL	934

Advertisement of liquor and cigarettes

741. SHRI PRAMOD MAHAJAN: Will the Minister of INFORMATION AND BROADCASTING be pleased to state the steps Government are taking to prevent surrogate advertisements about liquor and/or cigarettes?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI S. JAIPAL REDDY) Advertisements on TV channels transmitted/retransmitted through Cable Network are required to adhere to the Advertising Code prescribed *vide* Rule 7 of Cable Television Networks Rules 1994, which, *inter-alia,* provides that no advertisment shall be permitted which promotes directly to indirectly production, sale or consumption of cigarette, tobacco, wine, alcohol, liquor or other intoxicants. Channels distributed through DTH are also required to adhere to this Code.

All India Radio and Doordarshan follow their own Code for Commercial Advertising which prohibits advertisements of cigarettes and tobacco products. Private FM Radio channels are required to adhere to the AIR Code.

Under Section 19 of Cable Television Networks (Regulation) Act 1995, an authorized officer *i.e.* District Magistrate or Sub Divisional Magistrate or Commissioner of Police can take action for violations of the Codes. Further, The Central Government has constituted an Inter-Ministerial Committee to look into violations of the Advertising Code by various TV Channels.

A circular has been issued on 12.04.2005 to all TV channels asking them to strictly adhere to Rule 7(2)(viii) of the Advertising Code, which prohibits advertisement of tobacco/liquor.

The Press Council of India (PCI) is a statutory autonomous self-regulatory body set up under the Press Council Act, 1978 with twin object of "preserving the freedom of the press" and of "maintaining and improving the standards of newspapers and news agencies in India'. As per sub-section 2(c) of the Press Council Act, 1978; the Council is required to ensure on the part of the newspapers, news agencies and journalists, the maintenance of high standards of public taste and foster a due sense of both the rights and responsibilities or citizenship. Accordingly, PCI has "Norms of Journalistic Conduct" which, *inter alia*, state that "No advertisement shall be published which promotes directly or indirectly, production/sale or consumption of cigarettes, tobacco products, wine, alcohol, liquor and any other intoxicants".

The Cigarettes and other Tobacco Products (Prohibitions of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act, 2004 prohibits advertisements of cigarettes or any other tobacco products. Rules framed there under have been amended *vide* notification dated 31.05.2005 to introduce a clear definition of indirect advertisement, which, *inter alia*, includes ban on advertisement of non-tobacco products bearing the same brand as of tobacco product, the use of particular colours, lay out and/or presentation associated with the particular tobacco product.

FDI in print media

†742. SHRI ABU ASMI AZMI: Will the Minster of INFORMATION AND BROADCASTING be pleased to state:

(a) whether foreign investment in print media has been liberalised by Government after relaxation of rules;

(b) if so, the details thereof;

(c) whether proprietors of foreign news-papers and magazines have already applied to Government for investment in print media and if so, the names of such applicants; and

†Original notice of the question was received in Hindi.